

Planning for Informational Meetings

Tool 4

Tips for Preparing Fact Sheets, Key Messages and Frequently Asked Questions (FAQs)

FACT SHEETS

Fact sheets provide answers to the questions “who” “what” “when” “where”

- Example – Facility facts and figures (Tool 5)
- Use an easy-to-read format
- Can be used as a handout for the public, media, web posting
- Create a more detailed version for answering questions during the meeting (Tool 5a)

KEY MESSAGES

Key messages are usually not handed out. The concepts are woven into other materials and verbal dialogue related to the project. (Tool 6)

- The key concepts you want the public to remember
- Focus on the core purpose and benefits
- Keep it simple
- Use easy to understand words
- Use short phrases whenever possible
- Make them relevant
- Be positive
- Be honest

FREQUENTLY ASKED QUESTIONS (FAQs)

Frequently asked questions provide answers to the most common questions about the project. (Tool 7) Create a public FAQ and an in-house version that answers the really tough questions you hope don't come up.

- Provides information to address community concerns
- Include the answer to “why” here
- Why is the permit revision needed
- Why is the facility important
- Can include information from the Fact Sheet
- What does the permit revision propose
- Will it impact traffic, air, noise, water quality, endangered species
- What are the next steps – timeline milestones
- Contact information